THE BUSINESS PERFORMANCE INNOVATION NETWORK
Inspiring Change for the Better.

Intelligent Market Engagement™ to Leverage
A Valuable Channel of Insight, Access & Influence

Who We Are

- Global Network of 50,000 Executive Change Agents Across the Enterprise:
  - C-level Executives
  - CIO/IT Decision Makers
  - Heads of Innovation/Transformation
  - Line of Business Leaders
- Membership Breakdown by Region
  - North America: 35%
  - Europe: 25%
  - Middle East/Africa: 18%
  - Asia-Pacific: 16%
  - Latin America: 6%

What We Do

- Peer-driven thought leadership network delivering research-based content and conversations around critical business, technology and innovation issues

- Advocate for new practices, processes, and solutions that are changing the way businesses compete in a digital world

- Set market agendas, highlight issues, needs and requirements, explore emerging trends, and generate business demand

- Focus on enterprise innovation as critical success factor for organizations

- Inspire new thinking, innovative practices, and adoption of new technologies and solutions for transformation and performance improvement

Advisory Board

Innovation Experts at Top Global Companies & Institutions

Influential Partners

Sponsors: Past & Present

Intelligent Market Engagement Model

BPI NETWORK

External Research → Authority Leadership Platform

Partner's Insights → Authority Leadership Platform

Previous Research → Authority Leadership Platform

Authority Leadership Platform →

Qualitative Research

Quantitative Research

Content Curation

→ Industry Shaping Report with Byline Commentary from Sponsors & partners

INNOVATION. THE NEW COMPETITIVE EQUATION. Examining Innovation Strategies and Roadblocks in Today's Enterprise

Full Report | April 2015

→ Social

Email

PR

Events

→ Leads

Market Influence

Validated Thought Leadership

Influential Introductions

GlobalFluency   BPI NETWORK   CMO COUNCIL

Embracing Authority Leadership

- Primes and conditions market to create more receptive selling environment

- Shapes and influences the customer's strategic agenda and spend priorities

- Identifies and qualifies potential prospects; facilitates introductions and ongoing conversations

- Gathers intelligence and insight to refine and support value propositions

- Builds brand credibility, relevance and mind share
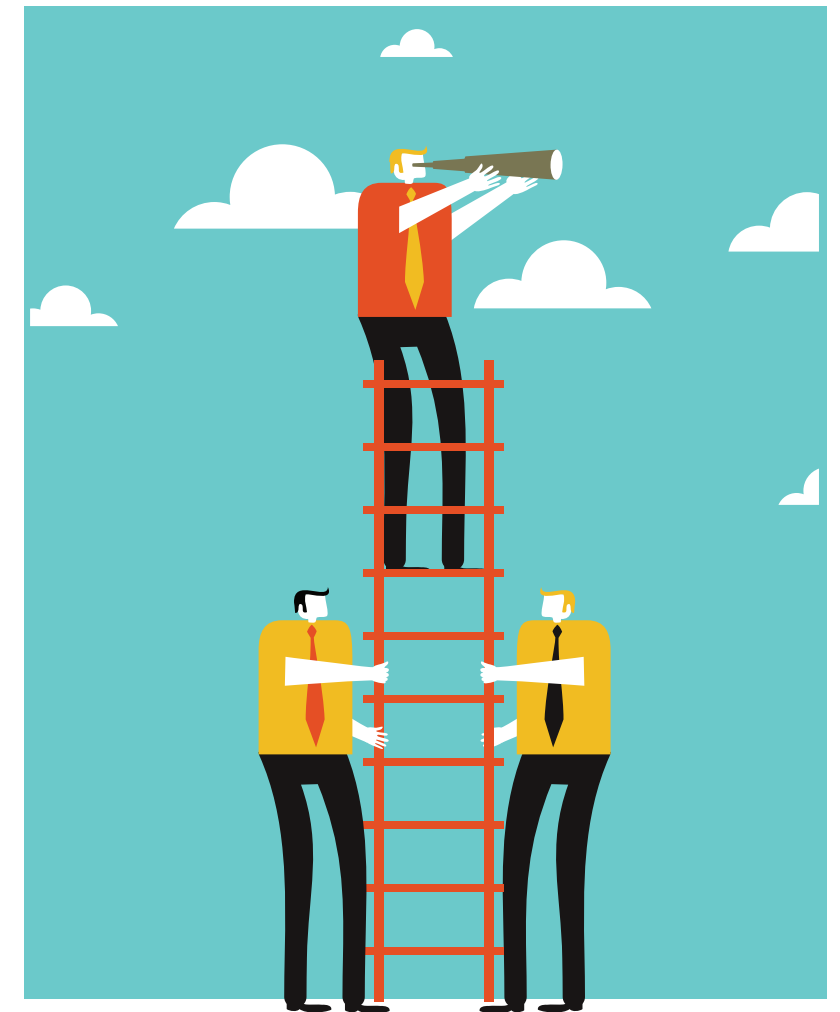
BPI NETWORK CAMPAIGN THEMES FOR 2024

GIVE MORE THAN VOICE TO EMPLOYEE CHOICE:

Creating Cocoon Cultures That Elevate Workforce Loyalty, Longevity and Commitment

BUSINESS LIFT FROM THE GLOBAL DIGITAL SHIFT

Assessing the Economic Impact of Digital Transformation and New Tech Model Migration

OPERATIONAL AGILITY FROM GLOBAL VALUE CHAIN VISIBILITY

Using Real-Time Data Integration to Optimize Critical Processes and Customer Interactions

GLOBAL TRADE RISK: IMPACT HOW SMARTLY YOU REACT

Embracing the Mandate for Real-Time, Adaptive Decision Making Based on Better Connections and Critical Information Sharing Across the Value Chain

BPI NETWORK CAMPAIGN THEMES FOR 2024 (cont.)

PROCESS TRANSFORMATION FROM MOBILE INNOVATION

Reinventing the Enterprise for an Always On, Connected, Data-Rich Economy

SPEED OF IT ADAPTATION, THE NEW COMPETITIVE EQUATION

Bringing Dexterity to IT Infrastructure Management Complexity Worldwide

ACHIEVE GREATER GAIN IN A DATA-CONNECTED VALUE CHAIN

Self-assessment Tool For Lead Generation And Qualification

DEALING WITH CROSS-BORDER SPEND DISORDER:

A Look at the State of Expense Diversity, Reporting, Compliance and Accountability Across Global Corporate Functions and Operations

BPI NETWORK CAMPAIGN THEMES FOR 2024 (cont.)

AGILE + SAFE: THE SECURITY-ENABLED ENTERPRISE

Improving Business Innovation, Productivity & Customer Experience With Adaptive Integrated, Security Infrastructures

THE CYBERTHREAT SCENARIOS AUDIT

What's Next And How To Prepare For It

HOW TO ORGANIZE AN OPEN & SHUT ENTERPRISE

Secure Strategies for Customer & Partner Connectivity

CASE STUDIES

Measurable Results Through Intelligent Market Engagement

Growth Guidance Center

- Online thought leadership destination exploring forces and factors impacting business success in the digital, connected economy

- Highlights peer-curated best practices for building transformational and sustainable growth

- Partners with leading solution providers and experts to drive discovery of new approaches and routes to revenue optimization and management

- Targets an estimated 30,000 revenue, growth, strategy, commercial and business development officers worldwide

- Publishes monthly Growth Monitor aggregating original and curated content on related topics
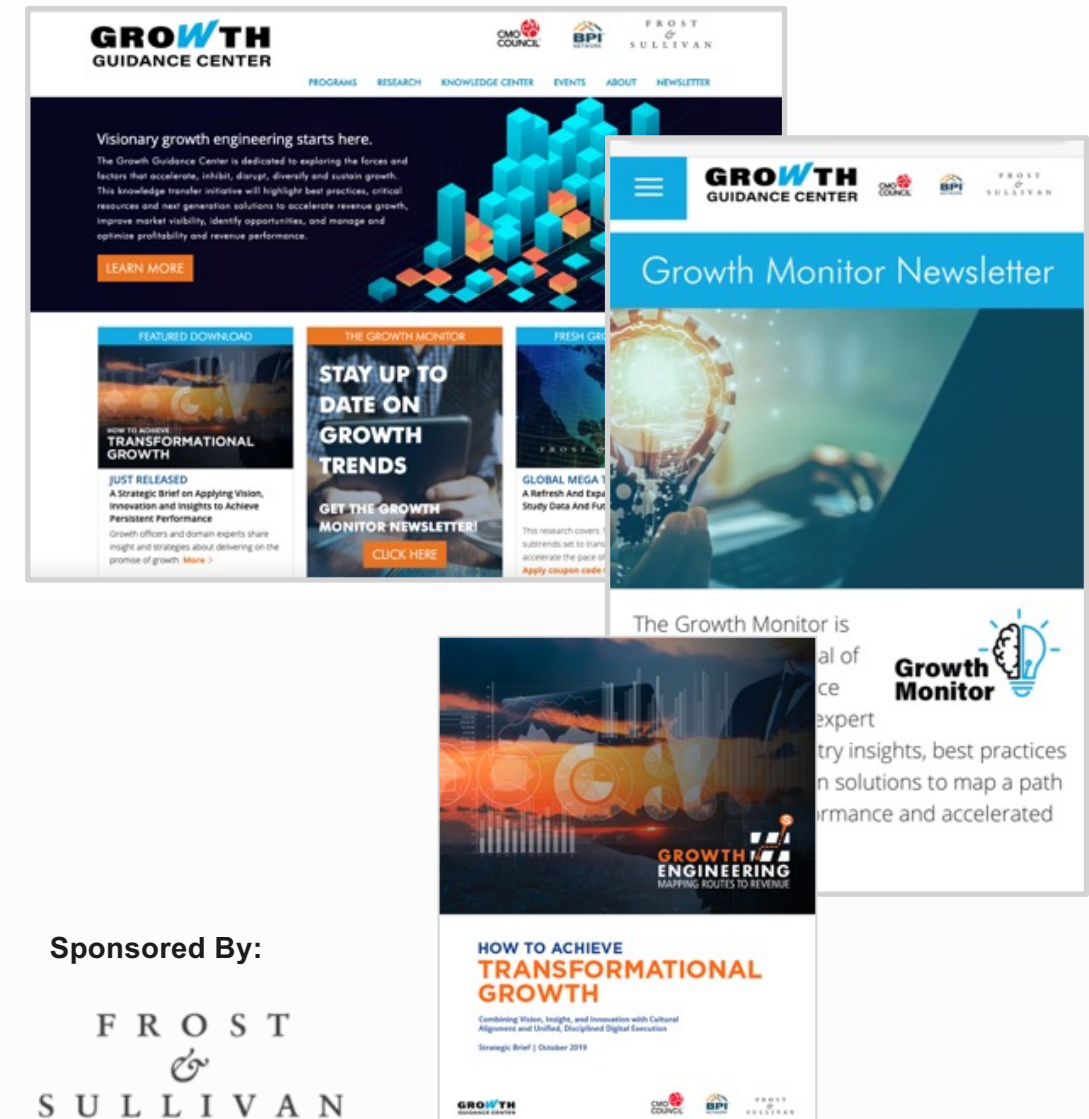
Sponsored By:

FROST & SULLIVAN

Securing The Future of a Smart World

Sponsored By:

OBJECTIVE

- Build industry recognition globally of A10 Networks as a leader in helping mobile operators build next-generation 5G networks.
- Grow new business contacts and opportunities within leading telecom companies around the world.

PROGRAM

- Telecom industry study examining opportunities and challenges in a 5G connected economy.
- Underscores criticality of advanced security in 5G networks.
- Leverage thought leadership to drive discussions and coverage of A10 technology and solutions for automating and managing security and application delivery in 5G networks.
- Program page

Securing The Future of a Smart World

RESULTS

- More than 300 registered downloads created new business leads at major carriers.

- Over 50 media articles, e.g., ZDNet, TechTarget, Forbes, CIO, Network World, Information Age, etc. (See program page for articles).

- Numerous executive interviews and stories about A10's technology vision, new products and customer wins for 5G build-outs.

- Dozens of posts in LinkedIn Communities and Groups with potential audiences of over 1 million executives, e.g.:

- Telecom Professionals: IoT, LTE, M2M, 5G – 741k

- 5G Series – 21K

- 4G and 5G Professionals – 18.5K

- Telecom Links – 61K

- Telecom Sales and Marketing – 72K

- Extended reach through media and association partnerships—5GAmericas.org, TMCnet, and NetLine.

- Full range of digital campaign assets—report, infographic, email + web banners, press materials, etc.

Competitive Gain in the Ocean Supply Chain

BPI NETWORK
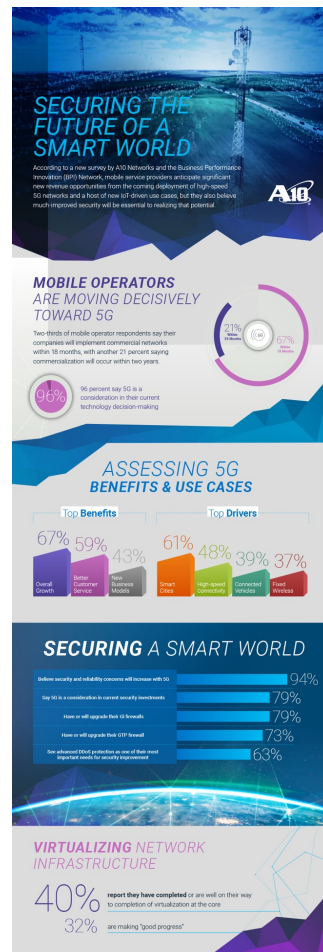
Competitive Gain
IN THE OCEAN
SUPPLY CHAIN

Sponsored By:

navis™

OBJECTIVE

- Drive business leads and brand authority for Maritime software company, Navis, and its XVELA subsidiary.

- Sensitize market to need for its new cloud solutions for data sharing and collaboration.

PROGRAM

- Major industry campaign and study on state of digital transformation and collaboration in Ocean Supply Chain.

- Survey of 200+ executives and interviews with select industry leaders and experts.

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Andreas Mrozek
Global Head, Marine & Terminal Operations
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Mark Wootton
CIO
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Competitive Gain in the Ocean Supply Chain
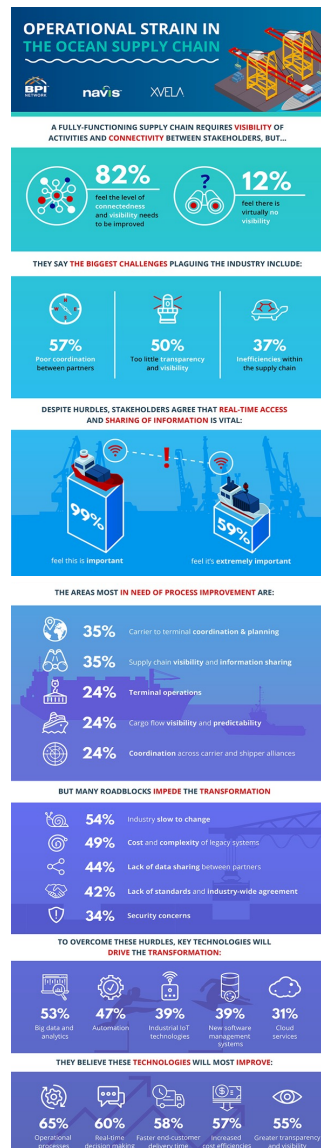
RESULTS

- Over 1,400 registered downloads creates rich source of new sales leads.

- Study underscores industrywide recognition of need to improve data sharing and digital transformation.

- Extensive media coverage of 50+ articles. (See program page for articles).

- Requests for speaking presentations at leading industry events, e.g., Annual European Seaports Organization conference.

  - Dozens of LinkedIn Group discussions and posts—potential audience size of over 700,000, e.g.:

    - Maritime Network – 160K

    - The Shipping Professional Network – 14K

    - Maritime Executive – 87K

    - Container Shipping and Trade Networking Group – 6K

    - Maritime Professionals – 54K

- Added reach through media partnerships: Demand Chain Executive, SupplyChainBrain, Netline.

- Full range of digital campaign assets—report, infographic, email + web banners, press materials, etc.

Think Ecological

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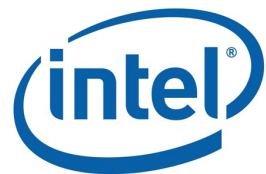
OBJECTIVES

- Establish SGI as an industry technology and thought leader in building energy-efficient data centers.
- Drive qualified business leads and introductions among top data center and enterprise IT decision makers

PROGRAM

- Search-optimized, widely-linked campaign web site (sgi.com/thinkecological)
- Influential network and enviro partners
- Aggregated content, thought leadership
- Vertical market audits and assessments
- Lead-generating report, white paper offers
- Content syndication, publication, publicity
- Targeted email prospecting
- Interactive webinars (2)
- Prominent CTO video vignettes
- Compelling Eco-IT Monitor flash tool
- Print and online advertising
- Executive advisory board engagement

Think Ecological

ACTIONABLE ASSETS

- Eco-IT Monitor interactive prospect profiling tool
- Nearly 300 highly qualified contacts from Eco-IT monitor promotions and syndication
- Solution selling content
- 2 comprehensive vertical industry reports and whitepaper
- High profile CTO video vignettes
- 9 new videos representing executive lead prospects

EXECUTIVE LEVEL ENGAGEMENT

- 15 advisory board members with detailed commentary
- > 600 survey respondents
- Over 1,000 contacts from report downloads and Eco-IT Monitor users
- 44 standalone media articles
- More than 225 professionals that want follow-on program info
- 11,146 visits, 25,631 page views, 7,547 unique visitors, average time of 2:21 on site

Think Ecological

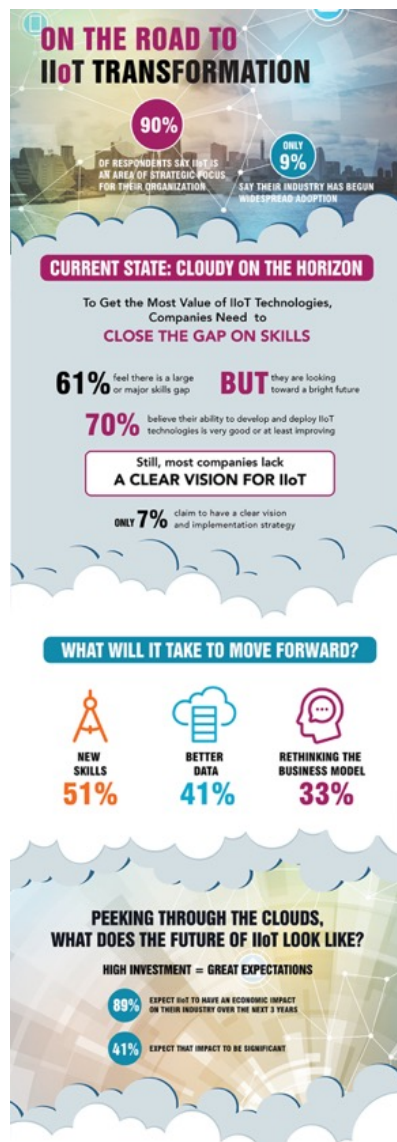# The Impact of Connectedness on Competitiveness

Sponsored By:

OBJECTIVE

- Build brand authority and recognition of Dimension Data as a technology and IT integration leader in data center modernization and hybrid cloud.
- Generate major new source of predisposed lead flow worldwide.
- Drive media coverage and market engagement in top geos globally.

PROGRAM

- Develop and execute a multi-channel thought leadership campaign to understand the state of Industrial IoT adoption and its business value.
- Conduct 15 deep-dive interviews with high-profile executives leading IoT adoption within their enterprises.
- Survey of 350 industry executives and professionals.
- Report and content development promoted through email, social media, PR and key media partnerships.

The Impact of Connectedness on Competitiveness

RESULTS

- Highly regarded report highlighting significant progress and investments in Industrial IoT, as well as major challenges for adoption.

- More than 1,325 unique registered downloads of report and other content providing new business contacts and opportunities.

- One-on-one engagement with top industry executives (see sample of names).

- Major media coverage, including more than 70 unique stories in business, technology and vertical industry media.

- Top presentation and panel discussion at Penton's IoT Emerge conference in Chicago

Transform to Better Perform

Sponsored By:

OBJECTIVE

- Build brand authority and recognition of Dimension Data as a technology and IT integration leader in data center modernization and hybrid cloud.
- Generate major new source of predisposed lead flow worldwide.
- Drive media coverage and market engagement in top geos globally.

PROGRAM

- 10-month multi-channel, multi-media thought leadership campaign aimed at data center, IT and business executives in large and mid-sized enterprises globally.
- Development of dedicated content-rich Transform to Better Perform web site featuring campaign thought leadership reports, numerous videos, graphics, executive interviews, and the Frontline Feedback Forum.
- Three major study reports based on executive interviews and quantitative surveys.
- Three regional executive roundtables in London, Singapore and San Francisco.
- Major media and association partnerships.
- Continuous global media outreach and social engagement.

Transform to Better Perform
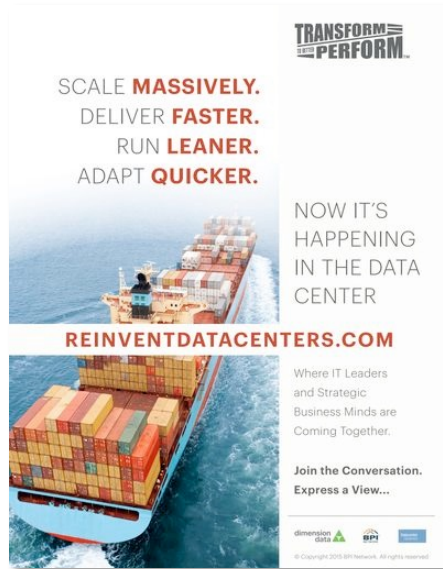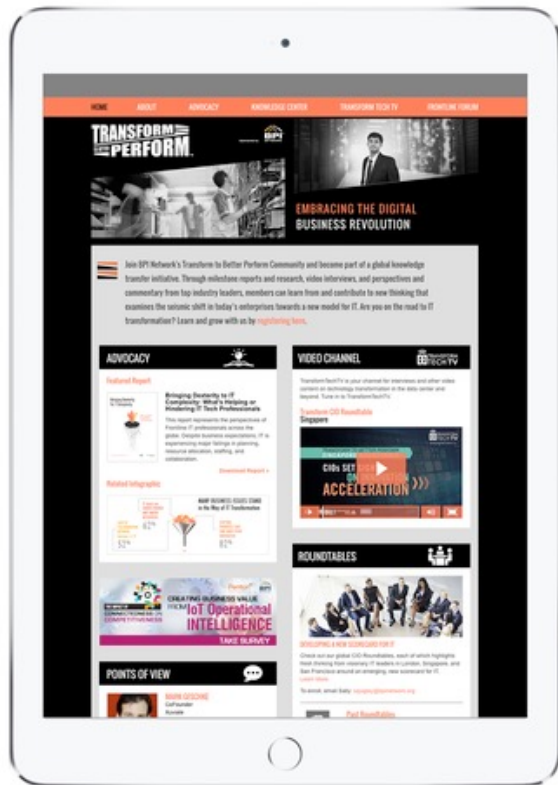
RESULTS

- More than 6,000 registered report downloads around the world generating new business contacts and opportunities.

- Intimate engagement with 100+ key senior IT executives via advisory board interactions, roundtables, and interviews.

- 170+ unique media stories across business, IT and vertical industry outlets around the world.

- 15-20 CIO participants at each of three regional roundtables in London, Singapore and San Francisco.

- Over 40 advisory board members from key industries across the globe.

- More than 35 interviews with IT transformation leaders.

- Over 20 video interviews featured on Transform web site.
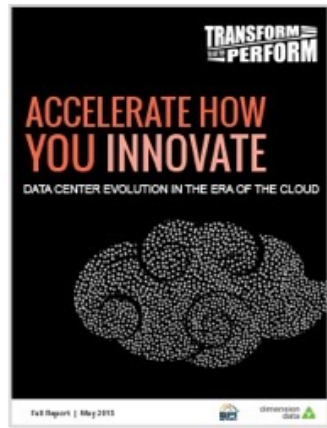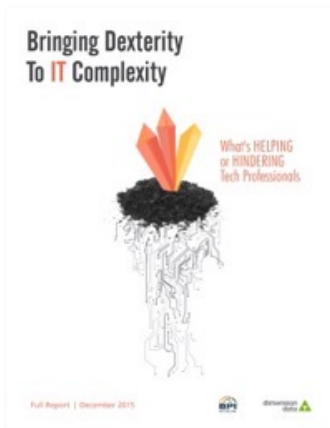
FileNet

Giving FileNet Voice and Brand Vigor
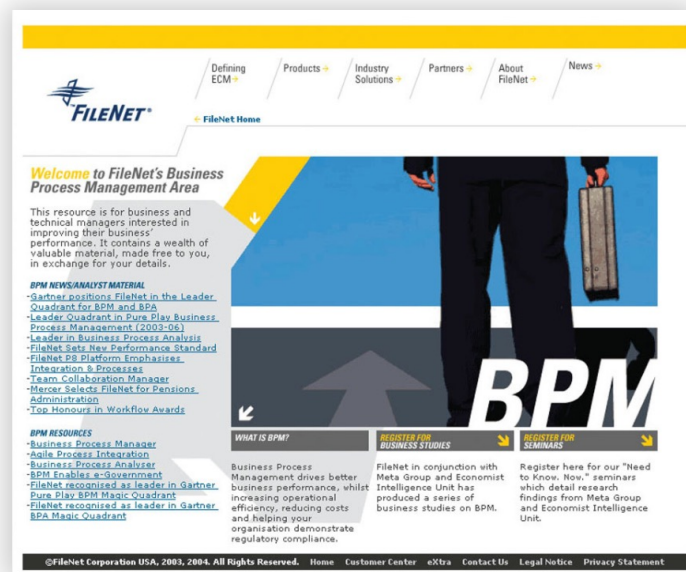
OBJECTIVE

- Build brand authority versus large competitors in fast-growing ECM and BPM market
- Drive customer demand for expanding product line
- Dramatically increase coverage beyond ECM trades
- Grow investor interest and corporate valuation

PROGRAM

- Strategic multi-year PR and marketing communications campaign
- Evangelize growing confluence of content management and process automation, critical need to tap value of unstructured data and documents, major industry opportunities
- Move beyond technology trades to penetrate key vertical and business media
- Engineer bigger, more relevant presence at significant industry and technology events
- Smart design and orchestration of news announcements and developments, e.g.:
  - Integrated BPM/ECM education campaign
  - Launch of Compliance Framework and Alliance
  - Positioning and launch of Lifecycle Asset and Plant and Management Solution
  - Rapid response to news flow (e.g. banking and insurance mergers, Sarbanes Oxley, compliance scandals, etc.)

FileNet

The New York Times

REUTERS®

AMERICAN BANKER.

Los Angeles Times

FT FINANCIAL TIMES

AP

The Mercury News

cnet

THE WALL STREET JOURNAL.

CNBC

Bloomberg Businessweek

Bloomberg

InformationWeek

FORTUNE

RESULTS (FIRST 12 MONTHS)

- Substantially grew recognition and voice in ECM/BPM market
- Major increase in business and vertical industry coverage
- Over 820 articles in print & online media
- More than 270 interviews
- 260 feature interviews
- 8 awards

Adaptive Insights

Building Brand Authority, Category Leadership and Market Affinity in Cloud-based CPM

OBJECTIVE

- Establish and grow cloud-based Corporate Performance Management as the best way to run financial planning and business intelligence analytics in today's growing enterprises.

- Earn recognition as the category leader and top product innovator in their space.

- Drive business leads and opportunities through thought leadership content marketing focused on reaching CFOs

PROGRAM

- 5+ year relationship as agency of record and market engagement partner.

- Major role in defining and evolving brand and platform messaging.

- Primary content creators, including press + analyst materials, speaker submissions, byline articles, study reports and advocacy platform.

- Orchestrated product launches, corporate news announcements, executive press tours and communications campaigns.

- Created the Business Volatility and Variables thought leadership and CFO engagement program benchmarking CFO sentiment on the economy and planning best practices.

Adaptive Insights

RESULTS (FIRST 12 MONTHS)

- Dominated media discussions and coverage of SaaS CPM market and competitors

- Successfully evangelized advantages of cloud-based CPM over on-premise systems.

- Took company through 5 years of rapid growth in customers (increased from 400 to 2,000+) venture funding ($70 million+) and product line expansion.

- Drove exceptional media and analyst engagement and coverage across Business, Financial, Technology and Vertical Industry (250+ articles in a single year).

- Generated thousands of registered content downloads and survey responses by financial executives through Business Volatility and Variables program.

- Developed and executed successful customer testimonial, awards and speaker programs.

NComputing

NComputing®

Creating A New Category Of Computing And Establishing A Disruptive Global Technology Brand.

OBJECTIVE

- Team with young start-up to evangelize and grow new category of thin client computing that shares a standard desktop computer or server across numerous desktop users.

- Build momentum and adoption in key underserved markets, from developing economies to public schools and non-profits.

PROGRAM

- Work with executive team to build out corporate and product positioning around meeting the unmet needs of "The Next Billion Users" of computing technology.

- Showcase and promote how and why NComputing's technology platform was unique to other forms of desktop computing.

- Launch and execute a global PR and communications campaign driving events and coverage in North America, Germany, U.K., Eastern Europe, India, China, Indonesia, Thailand, Africa, Australia, Brazil and Mexico.

- Leverage customer success stories and wins to build compelling momentum story around the world.

- Seek out major technology awards and recognition.

NComputing

RESULTS (FIRST 12 MONTHS)

- Secured Major technology awards and recognition starting with the Wall Street Journal Technology Award, as well as Frost and Sullivan Green Excellence Award and Gartner Cool Vendor.

- Generated massive coverage, with hundreds of standalone feature articles and tens of millions of media impressions in top publications and broadcast media outlets such as The Wall Street Journal, New York Times, BusinessWeek, AP, BBC, CNBC, Computerworld, eWeek, Economic Times of India, International Herald Tribune, Estado de San Paulo and many others.

- Drove huge market interest and inquiries from key targeted markets, non-profit NGOs, business enterprises, government agencies, education, etc

Innovation: The New Competitive Equation

- Global report on state of innovation, including survey of 225 executives and in-depth interviews with innovation leaders at top global businesses:

- Hundreds of new business contacts generated in three-month period

- Advocacy around need for more effective processes and platforms

- Extensive media coverage in top-tier business and IT outlets:
  - Fierce CIO, Business Management Daily, Baseline Magazine, and US Daily Review
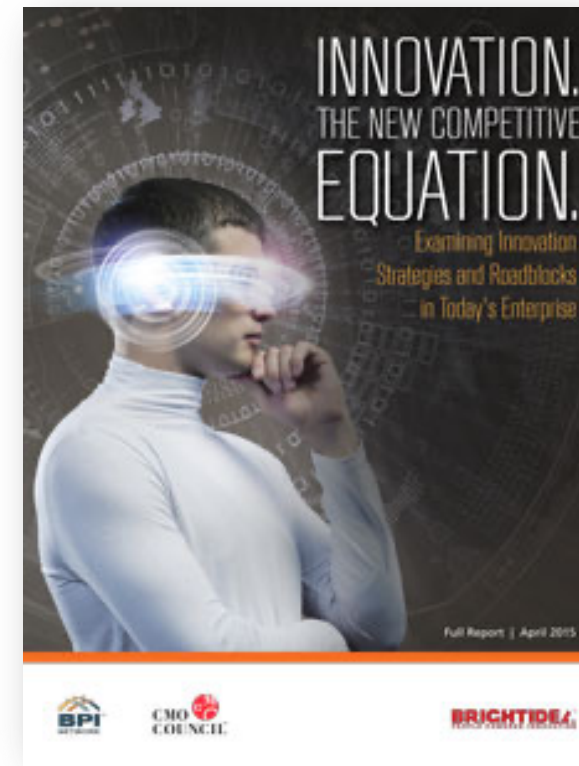
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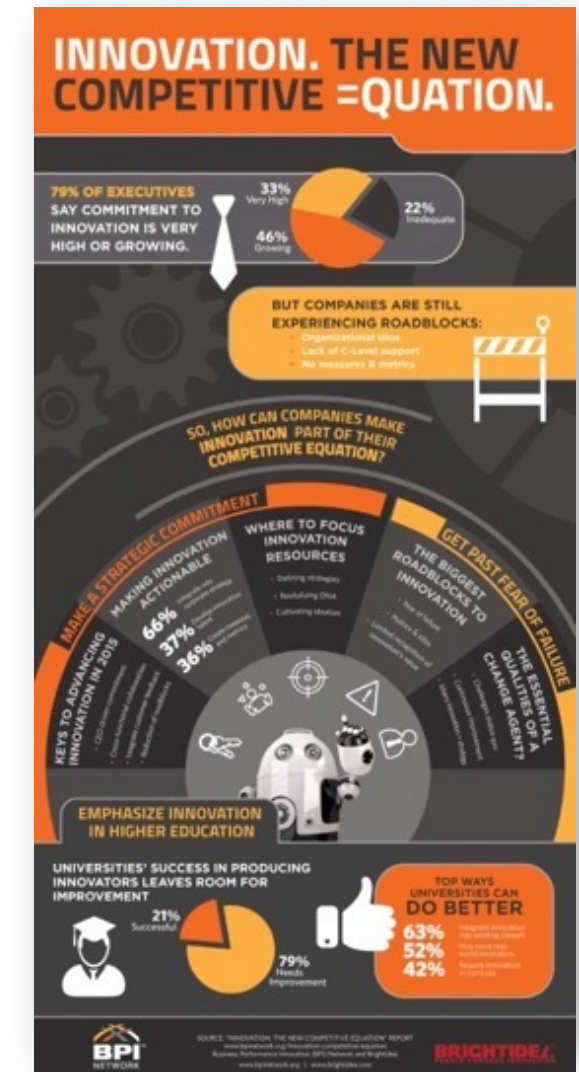
Startup Innovation Inspiring Business Transformation

- Detailed study report on impact of start-up disruptors on larger enterprises:
  - Survey results of 230+ executives from large enterprises and startups
  - Executive interviews with disruptor and incumbent organizations
- Hundreds of new business contacts developed in three months
- Advocacy around digital and business innovation practices
- Media coverage in top-tier business and IT publications such as New York Times and CIO Insight


Sponsored By:

Grow From the Right Intro

- Campaign to explore the power, potential and pitfalls of strategic partnering an identify best practices in establishing effective alliances

- Detailed report included survey results from 330 top executives and 20 interviews from industry experts

- More than 600 leads generated in 3 months from report downloaders

- Media coverage in top-tier business and ad marketing publications such as Forbes, 1 to1 Media, eMarketer, Chief Marketer, Small Business Daily, and SMBNation

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POWERLINX
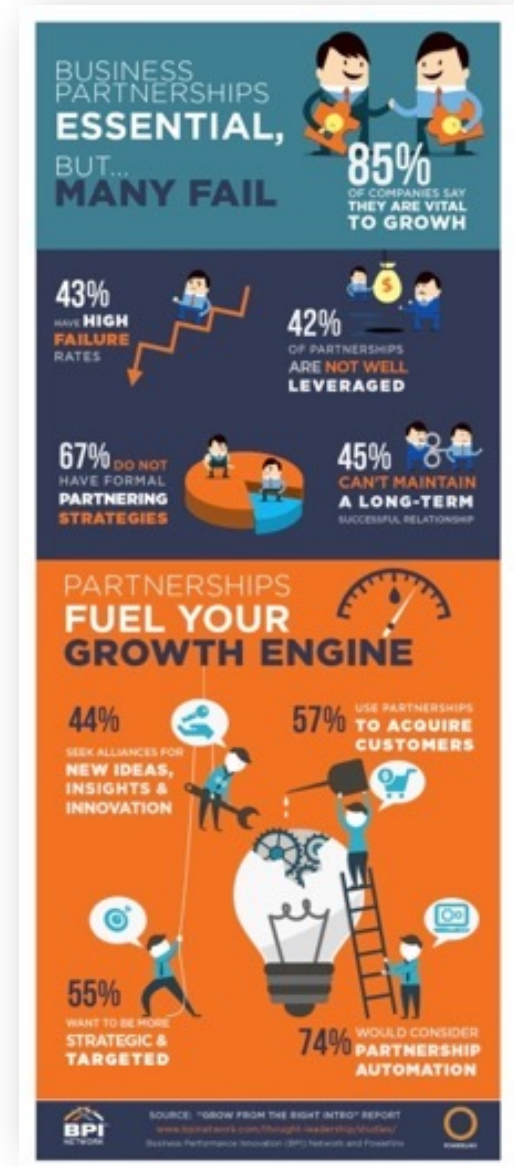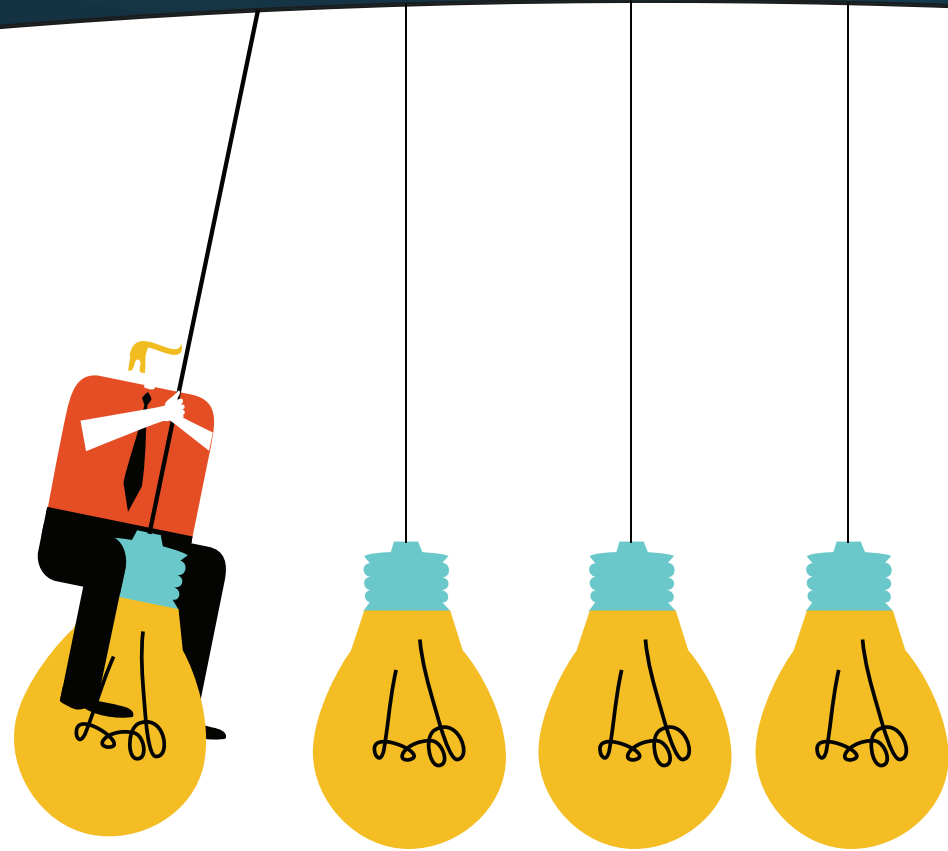
Contact

Kevin Sugarman

Vice President

BPI Network

408.966.4852

ksugarman@bpinetwork.org

Donovan Neale-May

Executive Director

BPI Network

650.222.5260

donovan@bpinetwork.org